

EMILE ZOLA, NOVELIST AND REFORMER  
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— advertisement and pushfulness — he readily made use of them, feeling that if he neglected to do so, amid all the stress, all the fierce competition around him, he might well go under and fail to reach the goal, in spite of the talent of which he was conscious. The battle of the age was the keenest there had ever been, a man could only triumph by incessantly thrusting himself forward, and Zola, for his part, did so without hesitation.